



TRUST ACROSS AMERICA™ JANUARY 2013 NEWSLETTER

Greetings friends and colleagues and what a month it's been!

What's Happening Now

Our Campaign for Trust™ has begun: Trust Across America is placing its stake in the ground as the Steward of Trust for 2013, and in connection with our growing Alliance, we are embarking on a two-year mission. We issued our first press release on January 3rd. <http://reut.rs/WnhUaX> Reuters, MarketWatch, Yahoo Finance and UPI immediately picked up the release, and one of our members reported coverage in the Huffington Post. Who said trust is dead?

Alliance of Trustworthy Business Experts: In mid-October Trust Across America launched a unique trust alliance, greeted with enthusiasm and positive feedback. In December we doubled our membership and today, 120 international thought leaders across a variety of trust-related disciplines, have joined to advance the cause of trustworthy business. We would like to extend a sincere "Thank you" to all. If you have not already joined, we hope you will consider doing so.

<http://trustacrossamerica.com/cgi-bin/alliance.cgi>

Book Project: Trust Across America has begun to compile its first book. Over 30 ambassadors of trust, and many who are Alliance members, have committed to writing and contributing essays for a book that will be published in December 2013, called *Trust, Inc., Practical Solutions for Building Corporate Trust*. Cover design and book registration is currently in progress. This project may lend itself to a series, so please let us know if you are interested in participating.

Top Thought Leaders in Trustworthy Business: We have completed the review process of submissions for our 3rd annual Top Thought Leaders publication. This year's honorees will include experts from around the globe. Watch for our announcement on January 14, 2013.

Trust Sheet™: Formatted similar to the pharmaceutical industry's *Tan Sheet*, we issued the first monthly edition of the *Trust Sheet* in December, providing one-page coverage of news related to the "business" of trust contributed by members of the Alliance. Monthly coverage will include upcoming speaking engagements, conferences, webinars, articles, books and news. While Premium Alliance members will be given first editorial priority, if you belong to the Alliance, send your February news to us now. The *Trust Sheet* will be published the last week of every month.

Trust Store™: With our New Year’s Day Trust Across America Fleece Jacket “give away,” many Alliance members asked where they could purchase Trust Across America logoed apparel. Ideas like this spur us to action and we have set up an online store via our logo vendor. We have been ordering merchandise from this company for several years and can attest to the high quality of all their embroidered products.
<http://trustacrossamerica.qbstores.com/home.html>



What’s New for February 2013

Trust Directory™: Trust Across America will compile an eBook directory to showcase the work of our Trust Alliance “Premium Members” only.

Trust Index™: We are busy working on our first index to rank the trustworthiness of public companies. This will expand our “10 Most Trustworthy Companies” designation that we have issued for the past two years.

Trust Assessment™: We are working with one of our Alliance partners on a unique assessment tool for public companies that could be completed by end of February.

Once again, thank you for your support and don’t forget to join the Alliance today.

<http://trustacrossamerica.com/cgi-bin/alliance.cgi>

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